

Weltleitmesse für die Getränke- und Liquid-Food-Industrie  
Herstellung + Abfüllung + Verpackung + Marketing  
11.-15. September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing  
September 11–15, 2017, Messe München, Munich, Germany [www.drinktec.com](http://www.drinktec.com)



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**Press Release**

Benjamin Büttner  
PR Manager  
Tel. +49 89 949-21484  
[benjamin.buettner@messe-muenchen.de](mailto:benjamin.buettner@messe-muenchen.de)

**As part of Brasil Brau:**

## **drinktec supports the World Championships for Beer Sommeliers**

**On July 18, 2015 the best beer sommeliers from all over the world will be meeting up in the Brazilian city of São Paulo, to compete in their fourth World Championships. A total of 53 beer sommeliers from nine countries have come through the qualifying rounds in their own countries, to compete in this final. At Brasil Brau, and in the midst of the biggest beer festival in South America—Degusta Beer&Food, the finalists will be presenting their skills. drinktec is not only a main sponsor of the competition, it will be represented on the jury in the person of Petra Westphal.**

The World Championships for Beer Sommeliers take place every two years. In 2015 they are being organized for the fourth time, and for the first time the venue is outside Europe. The initiator of these championships is Dr. Wolfgang Stempf, Managing Director of the Doemens Academy, which has been offering courses in the art of the beer sommelier since 2004. These courses train sommeliers to talk to consumers in a professional and eloquent way about the different types of beer and thereby to enhance their enjoyment of this drink. The competition is open to anyone who has completed the beer sommelier course at the Doemens Academy or who is a member of the Sommelier Union.

"The World Championships for Beer Sommeliers and drinktec fit together perfectly. drinktec has its roots in the brewing industry. We address brewers from all over the world, major international concerns as well as SMEs," explains



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Petra Westphal, the Exhibition Group Director at Messe München with responsibility for drinktec in Munich. "That's why we are particularly keen to support these world championships as a main sponsor."

Europe is represented in São Paulo by sommeliers from Germany, Austria and Switzerland. From North America there are representatives from the US and Canada. And of course South America is making the most of its home advantage, as the winners from the national rounds in Brazil, Chile and Puerto Rico are among the line-up.

The decision on who will be crowned World Champion Beer Sommelier this year is in the hands of a six-strong jury with expertise in the beer sector and in catering. Dr. Wolfgang Stempf, the initiator of the competition, is a regular jury member. He is joined by two representatives from the main sponsors: Dr. Elisabeth Wiesen from the Barth-Haas Group, and Petra Westphal from drinktec, both firmly established in the sector and both experts in the appreciation of beer and knowledgeable about the wide variety of beers available. Also on the panel is the reigning World Champion, Oliver Wesseloh, who will be closely inspecting the contenders for his crown. The third lady in the jury is Tatiana Spogis, who was runner-up World Champion in 2013—she runs training courses in the host country of Brazil. And the final member of the jury is top Brazilian chef Alex Atala, representing the restaurant and catering side: he will be casting a critical eye over the recommendations for food to accompany the beer.

Apart from its involvement as a main sponsor in the beer sommelier championships and on the jury, drinktec is also taking a booth at Brasil Brau. As part of the marketing cooperation between drinktec and Brasil Brau, Brasil Brau uses in its promotion the wording 'powered by drinktec'. Large booth presentations and promotion possibilities at both trade fairs are also a part of the cooperation. Ahead of the next drinktec there will again be a presentation tour in South America in 2016. Through this cooperation with Brasil Brau, drinktec is aiming to strengthen its position on the important Brazilian market and attract new exhibitors and visitors from this region.

Brasil Brau has taken place every two years since 1989, initially in different cities across Brazil, but for the last ten years regularly in São Paulo. The last event in 2013 covered 3,000 square meters of exhibition space, and attracted 170 exhibitors and over 8,000 visitors. Half of them were from North America and Europe. The next Brasil Brau takes place from July 15 to 17, 2015 in São Paulo.

#### **About drinktec**

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec is the most important trade fair for the sector. Manufacturers and suppliers from all over the world – global companies and SMEs alike – meet up here with all sizes of producers and retailers of beverages and liquid food products. Within the sector drinktec is regarded as the number one platform for launching new products on the world market. At this event manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food – raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio. drinktec 2013, which took place at the Messe München exhibition center in Munich from September 16 to 20, 2013, attracted 1,445 exhibitors from 77 countries. And with 66,886 trade visitors from 183 countries, drinktec 2013 celebrated a resounding success. The next drinktec takes place from September 11 to 15, 2017 in Munich.

Further information on drinktec und zur Brasil Brau:

[www.drinktec.com](http://www.drinktec.com)

[www.brasilbrau.com.br](http://www.brasilbrau.com.br)

Contact drinktec

Messe München GmbH

drinktec Press Office

Johannes Manger and Benjamin Büttner

Tel.: +49 89 949-21482 / 21484, Fax: +49 89 949-9721482

[Johannes.Manger@messe-muenchen.de](mailto:Johannes.Manger@messe-muenchen.de)

[Benjamin.Buettner@messe-muenchen.de](mailto:Benjamin.Buettner@messe-muenchen.de)

Contact Brasil Brau

On behalf of Associação COBRACEM:

Fagga Eventos - Organizer of Brasil Brau

Brasil Brau Show Manager

Julia Passos

Tel.: +55 21 3035-3231, Fax: +55 21 3035-3101, Mobile: +55 21 99418-3989

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[julia.passos@fagga.com.br](mailto:julia.passos@fagga.com.br)

[www.fagga.com.br](http://www.fagga.com.br)

Further information on Messe München:

[www.messe-muenchen.de](http://www.messe-muenchen.de)

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